

Message Text

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ACTION EA-12

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FM AMCONSUL HONG KONG
TO SECSTATE WASHDC PRIORITY 9187
INFO USDOC WASHDC PRIORITY

UNCLAS SECTION 1 OF 4 HONG KONG 2622

USDOC: OIM FOR KELLY
STATE: EA/EP FOR BOERIGTER

E.O. 11652: N/A
TAGS: BEXP, HK
SUBJECT: CCP FY 79

REF: STATE 118

1. AS REQUESTED REFTTEL, DETAILED INPUT, FY79 CCP FOLLOW:
BEFORE COMMENCING FORMAL DOCUMENT, POST FEELS OBLIGED TO
REMIND WCAG THAT BY BEGINNING OF FY79, ALL REPEAT ALL E/C
OFFICERS CURRENTLY IN HONGKONG WILL HAVE BEEN TRANSFERRED,
ACCORDING TO PRESENT PERSONNEL SCHEDULES. IT IS THEREFORE
POSSIBLE THAT BOTH THE TIMING AND NATURE OF SOME OF THE
CAMPAIGN ACTIONS WOULD BE AFFECTED BY THIS WHOLESALE
CHANGE OF PERSONNEL.

2. SECTION I OVERVIEW
HONG KONG'S ECONOMY SUFFERS FROM THREE FUNDAMENTAL WEAKNESSES:
(A) VIRTUALLY BEREFT OF NATURAL RESOURCES, MOST MANUFACTURING
INPUTS ARE SUBJECT TO WORLD PRICE FLUCTUATIONS OVER WHICH HONG
KONG HAS LITTLE OR NO CONTROL, (B) LIMITED TO ONLY THREE
INDUSTRIES OF ANY SIGNIFICANCE (TEXTILES AND GARMENTS, PLASTICS,
INCLUDING TOYS, AND ELECTRONICS) ANY MAJOR DISRUPTION IN ONE
SERIOUSLY IMPACTS ON OVERALL EMPLOYMENT PATTERNS AND
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CONSUMPTION AND (C) AS A PRODUCER OF CONSUMER GOODS, HONG
KONG MUST ALWAYS RIDE THE THIN EDGE OF FASHION TRENDS IN
TERMS OF THE ATTRACTIVENESS OF ITS PRODUCTS TO IMPORTERS AND
EQUALLY IMPORTANT, IS LINKED TO THE ECONOMIC ACTIVITY LEVEL
OF ITS MAIN CUSTOMERS WITHOUT ANY COMMENSURATE ABILITY TO
ABSORB LOCAL PRODUCTION DOMESTICALLY SHOULD OVERSEAS MARKETS
WEAKEN. THE TEXTILE AREA CONTINUES TO DOMINATE THE ECONOMY,

ACCOUNTING FOR HALF THE LABOR FORCE AND HALF OF ALL EXPORT EARNINGS. IN 1977, OVERALL SALES OF FABRICS AND GARMENTS WERE DOWN, REFLECTING WEAK CONSUMER DEMAND IN THE EEC. DURING THE SAME YEAR, NEW, MORE RESTRICTIVE, QUOTA AGREEMENTS WERE SIGNED WITH ALMOST ALL OF HONG KONG'S MAJOR CUSTOMERS WHICH WILL SERVE TO LIMIT GROWTH INTO THE EARLY 1980'S. PROTECTIONISM HAS THUS FAR BEEN LIMITED TO THE POLITICALLY SENSITIVE TEXTILE FIELD, BUT WE NOTE THAT ATTENTION IS BEGINNING TO TURN IN MANY COUNTRIES TO CONSUMER ELECTRONICS AND TOYS. THESE DEVELOPMENTS SUGGEST THAT THE NEXT FEW YEARS COULD POSE DIFFICULTIES FOR HONG KONG.

3. VERY FINITE IN SIZE, WITH A TOTAL POPULATION OF 4.5 MILLION, THE HONG KONG MARKET CAN EASILY SUFFER FROM OVERKILL IN USG MARKETING EFFORTS. TOO LARGE AN EXPENDITURE ON PROMOTIONAL EFFORTS WILL BE NON-COST-EFFECTIVE. WITH THE EXCEPTION OF CONSUMER GOODS, THE TARGET AUDIENCE FOR ANY ONE USDOC PROMOTIONAL THEME WILL BE RATHER LIMITED. FOR THAT REASON, PROMOTIONAL EFFORTS MUST BE CAREFULLY TARGETED AND APPROPRIATELY SCALED TO THE SPECIFIC MARKET SIZE.

4. ITS ABSORPTIVE LIMITATIONS NOTWITHSTANDING, HONG KONG IS ONE OF THE MOST OPEN MARKETS TO U S GOODS AND SERVICES TO BE FOUND ANYWHERE IN THE WORLD. IN THIS SENSE, IT IS AN EXCELLENT MARKETING LABORATORY, IN THAT GOODS OR SERVICES SUCCEED OR FAIL ENTIRELY ON THEIR OWN MERITS, UNHAMPERED BY UNCLASSIFIED

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TARIFFS (ON ANYTHING OTHER THAN ALCOHOL OR TOBACCO PRODUCTS), QUOTAS, OR ANY OTHER NON-TARIFF BARRIERS (EXCEPT ON FIREARMS). AS USDOC IS AWARE, IT IS A COMMON PRACTISE FOR U S COMPANIES TO CHOOSE A "TYPICAL" AMERICAN COMMUNITY FOR TEXT MARKETING OF NEW PRODUCTS BEFORE MAKING COMMITMENTS TO LARGE SCALE PRODUCTION. HONG KONG IS NOT, OF COURSE, PEROIA, BUT IT IS REPRESENTATIVE OF THE RISING INCOME LEVELS OF SOUTHEAST ASIA AND, WITH CAREFUL REGARD FOR THE NARROWNESS OF ABSORPTIVE LEVELS, COULD WELL SERVE THE SAME FUNCTION FOR POTENTIAL EXPORTERS. DURING OUR RESEARCH ON THE TASKFORCE FOOTWEAR STUDY (HONG KONG A-2), WE WERE STRUCK BY THE TOTAL LACK OF NON-MARKET DISTORTION INVOLVED IN IMPORTS AND SUGGEST THAT CONSIDERATION BE GIVEN TO EXPLOITING THIS QUALITY IN TESTING OF TRUE MARKET COMPETITIVENESS. ALTHOUGH ITS STATUS AS A BRITISH COLONY HAS TRADITIONALLY FAVORED A BUY BRITISH ATTITUDE, THAT TRADITION HAS BEEN GREATLY ERODED. FOR EXAMPLE, JAPANESE AND GERMANY MANUFACTURERS HAVE TAKEN MOST OF THE UNITED KINGDOM'S SHARE OF THE LOCAL AUTOMOBILE MARKET). TODAY, TO THE EXTENT BRITISH BUSINESSES BASED IN HONG KONG DO BUY BRITISH FOR ' ANYTHING OTHER THAN PURELY ECONOMIC REASONS, IT IS USUALLY SIMPLY DUE TO GREATER FAMILIARITY WITH BRITISH PRODUCTS. THE

SAME IS TRUE OF HONGKONG GOVERNMENT AGENCIES, WHICH IN SOME CASES HAVE BEGUN TO SPECIFY U S-MADE EQUIPMENT AFTER SEEING IT IN ACTION WHILE ON TRIPS TO THE U S UNDER THE FOREIGN BUYERS PROGRAM. INCREASING LOCAL ACTIVITY BY AMERICAN ARCHITECTS AND ENGINEERS HAS HAD A BENEFICIAL EFFECT UPON AMERICAN EXPORTS BECAUSE, BEING MORE FAMILIAR WITH THEM, THEY TEND TO SPECIFY AMERICAN EQUIPMENT AND MATERIALS. SHOESMITH

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UNCLAS SECTION 2 OF 4 HONG KONG 2622

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5. SECTION III CAMPAIGN DEVELOPMENT
CAMPAIGN INITIATIVES
(A) TITLE: INCREASE U.S. SHARE IN BUILDING MATERIALS AND
ALLIED EQUIPMENT

CAMPAIGN NO.: 1
PRIORITY RANK: 1

NARRATIVE: CONSTRUCTION OF NEW COMMERCIAL, RESIDENTIAL, AND INDUSTRIAL STRUCTURES CONTINUES TO BE A MAJOR ACTIVITY IN HONG KONG. THIS THEME CAN PROFITABLY BE USED ANNUALLY FOR THE NEAR FUTURE. UTILITIES SUPPLIES AND EQUIPMENT ARE INCLUDED IN THIS CAMPAIGN BECAUSE OF THE DEVELOPMENT OF "NEW TOWNS", RESORT AREAS, AND HIGH DENSITY HOUSING "ESTATES". THIS PROMOTIONAL THEME IS THE ONLY ONE WHICH HAS A LARGE ENOUGH TARGET AUDIENCE TO JUSTIFY A WASHINGTON RECRUITED TYPE II EXHIBITION. EXPERIENCE GAINED DURING A VAIN ATTEMPT TO PROCURE SUCH A SHOW LOCALLY FOR AMERICAN FORTNIGHT '78 PROVED THAT THE UNIVERSE OF LOCAL SUPPLIERS OF AMERICAN MADE

MATERIALS AND EQUIPMENT (I.E., AT LEAST 51 PERCENT U.S. ORIGIN, BY VALUE) IS NOT LARGE ENOUGH TO FILL A SHOW. RECRUITING FOR UNCLASSIFIED

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SUCH A SHOW AND ITS ORGANIZATION MUST THEREFORE BE PRIMARILY A USDOC RESPONSIBILITY. CONVERSELY, POST FEELS IT CAN RECRUIT ENOUGH LOCAL VENDORS OF U.S.-MADE SECURITY EQUIPMENT TO MOUNT A MINI-EXHIBITION (SEE CAMPAIGN INITIATIVE (D)). FOR THE REMAINING INITIATIVES, POST BELIEVES VTR/CATALOG EXHIBITIONS ARE THE MOST COST-EFFECTIVE PROMOTIONAL VEHICLES.

CAMPAIGN MANAGER: UNKNOWN AT TIME OF WRITING

PROJECT OBJECTIVES:

(A) DEMONSTRATE U.S. EXCELLENCE IN PRODUCT DESIGN TO 2,000 HONG KONG BUYERS.

(B) INCREASE NUMBER OF AMERICAN PRODUCTS AVAILABLE IN HONG KONG MARKET.

(C) DEVELOP ACCURATE AND MEANINGFUL CONTACT LIST OF BOTH SUPPLIERS AND PURCHASERS.

(D) GENERATE 30 TRADE OPPORTUNITIES.

(E) \$5 MILLION INCREMENTAL U.S. EXPORTS.

ACTIONS:

BY OCTOBER 31:

BOOK EXHIBITION SPACE FOR A TYPE II EXHIBITION
COMPLETE DESK STUDY TYPE MARKET RESEARCH ON HONG KONG MARKET FOR BUILDING MATERIALS AND ALLIED EQUIPMENT.

BY NOVEMBER 30:

SUPPORT COMMERCE ADVANCE MAN

BY APRIL 30:

SUPPORT COMMERCE SPONSORED TYPE II INDUSTRIAL EXHIBITION
WITH ATTENDANCE BY SELECTED AUDIENCE OF 2,000.

6. (B) TITLE: INCREASE U.S. MARKET SHARE OF MATERIALS HANDLING EQUIPMENT AND WAREHOUSING SYSTEMS

CAMPAIGN NO.: 2

PRIORITY RANK: 2

NARRATIVE: INCREASING CONGESTION IN HONG KONG'S VERTICALLY DEVELOPED INDUSTRIAL AND WAREHOUSING DISTRICTS IS INCREASING UNCLASSIFIED

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NEED FOR SOPHISTICATED SYSTEMS FOR STORING, RETRIEVING AND MOVING RAW MATERIALS AND FINISHED GOODS, INCLUDING EVERYTHING FROM PALLET SYSTEMS TO HOISTS CAPABLE OF LIFTING STANDARD 40 FOOT CONTAINERS UP 16 FLOORS OR MORE.

CAMPAIGN MANAGER: UNKNOWN AT TIME OF WRITING

PROJECT OBJECTIVES:

(A) EXPOSE HONG KONG END-USERS AND AGENTS TO LATEST

TECHNOLOGY IN U.S. MATERIALS STORAGE AND HANDLING SYSTEMS.

(B) GENERATE 10 TRADE OPPORTUNITIES.

(C) OBTAIN 4 AGENCY AGREEMENTS

ACTIONS:

BY FEBRUARY 28:

MAKE 20 BUSINESS CALLS TO PROMOTE VTR/CATALOG EXHIBITION.

GIVE FOUR PRESS RELEASE ADVERTISING VTR/CATALOG EXHIBITION.

BY MARCH 31:

MOUNT VTR/CATALOG EXHIBIT WITH 300 SELECTED ATTENDEES.

FOLLOW-UP ON SHOW ACTIVITY AND COMPLETE FINAL SHOW REPORT.

7. (C) TITLE: INCREASE U.S. MARKET SHARE OF GRAPHIC ARTS

EQUIPMENT AND SUPPLIES

CAMPAIGN NO.: 3

PRIORITY RANK: 3

NARRATIVE: HONG KONG'S PRINTING INDUSTRY IS GROWING FASTER THAN LOCAL REQUIREMENTS FOR PRINTING SERVICES DUE TO EXPANDING EXPORTS. FUTURE OF EXPORT COMPETITIVENESS THREATENED BY RISING WAGE RATES WHICH NECESSITATE INCREASING INVESTMENT IN MORE EFFICIENT EQUIPMENT. EXPORT REQUIREMENT ALSO WILL INCREASE DEMAND FOR HIGH QUALITY INKS, PAPER, PRINTING PRESSES, AND COLOR SEPARATION SYSTEMS.

CAMPAIGN MANAGER: UNKNOWN AT TIME OF WRITING

PROJECT OBJECTIVES:

(A) CHALLENGE THE CURRENT DOMINATION OF THIS MARKET BY GERMAN AND JAPANESE SUPPLIERS.

(B) GENERATE 5 TRADE OPPORTUNITIES.

(C) OBTAIN 2 AGENCY AGREEMENTS.

ACTIONS:

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BY OCTOBER 31:

PROMOTE A VTR/CATALOG EXHIBITION JOINTLY WITH THE HONG KONG PRINTERS ASSOCIATIONS.

ISSUE ADVANCE PRESS RELEASE.

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USDOC: OIM FOR KELLY

STATE: EA/EP FOR BOERIGTER

E.O. 11652: N/A

TAGS: BEXP, HK

SUBJECT: CCP FY 79

REF: STATE 118

BY NOVEMBER 30:

MOUNT VTR/CATALOG EXHIBITION FOR TARGET AUDIENCE OF 150.

FOLLOW-UP ON SHOW ACTIVITY AND COMPLETE FINAL SHOW REPORT.

8. (D) TITLE: INCREASE U S MARKET SHARE OF SECURITY EQUIPMENT

CAMPAIGN NO.: 4

PRIORITY RANK: 4

NARRATIVE: DUE TO PROBLEMS SIMILAR TO MOST MAJOR METROPOLITAN AREAS OF THE WORLD, THERE IS INCREASING DEMAND IN HONG KONG FOR SECURITY SYSTEMS, ESPECIALLY FOR HOTELS, LUXURY APARTMENT BUILDINGS, COMMERCIAL ORGANIZATIONS HANDLING HIGH VALUE MERCHANDISE, AND FACTORIES WHICH STOCK EXPENSIVE COMPONENTS. NEEDS RANGE FROM SIMPLE LOCKS TO VIDEO MONITORING SYSTEMS.

CAMPAIGN MANAGER: UNKNOWN AT TIME OF WRITING

PROJECT OBJECTIVES:

(A) INCREASE U S PENETRATION OF SECURITY EQUIPMENT MARKET.

(B) GENERATE \$2 MILLION IN INCREMENTAL SALES OF SECURITY

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EQUIPMENT.

ACTIONS:

BY MAY 31:

COMPLETE RECRUITMENT OF AT LEAST 5 PARTICIPATING FIRMS FOR MINI-EXHIBITION.

COMPLETE ALL ADVANCE PREPARATIONS FOR A MINI TRADE EXHIBITION.

BY JUNE 30:

HOLD A MINI EXHIBITION FOR 2,000 SELECTED VISITORS.

BY JULY 31:

COMPLETE FOLLOW-UP ACTIVITY AND SUBMIT FINAL SHOW REPORT.

9. (E) TITLE: INCREASE U S MARKET SHARE OF MACHINE TOOLS FOR

LIGHT AND HIGH PRECISION METAL WORKING INDUSTRIES

9 CAMPAIGN NO: 5

PRIORITY RANK: 5

JUSTIFICATION: HONG KONG'S LIGHT INDUSTRIES PROVIDE A POTENTIALLY GOOD MARKET FOR U S METAL WORKING AND FINISHING EQUIPMENT RANGING FROM MOLD MAKING EQUIPMENT FOR THE PLASTICS INDUSTRY (HONG KONG'S SECOND LARGEST INDUSTRY) TO FINISHING AND PLATING EQUIPMENT FOR MAKING WATCHBANDS. (HONG KONG IS WORLD'S MAJOR SUPPLIER OF WATCHBANDS).

CAMPAIGN MANAGER: UNKNOWN AT TIME OF WRITING

PROJECT OBJECTIVES:

(A) INCREASE INCREMENTAL SALES OF U S METALWORKING AND FINISHING EQUIPMENT.

(B) GENERATE 10 TRADE OPPORTUNITIES

(C) OBTAIN 4 AGENCY AGREEMENTS

ACTIONS:

BY AUGUST 31:

PREPARE A VTR/CATALOG EXHIBITION.

ISSUE ADVANCE PRESS RELEASE.

BY SEPTEMBER 30:

HOLD A VTR/CATALOG EXHIBITION FOR TARGET AUDIENCE OF 200.

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FOLLOW-UP ON SHOW ACTIVITY AND SUBMIT FINAL SHOW REPORT.

10. SECTION IV OTHER SPECIAL POST EFFORTS

ACTIVITY NO 1 HONG KONG AS A REGIONAL AND PRC TRADE CENTER

PRIORITY RANK 6

MANAGER: LOUIS HO (FOR HONG KONG) AND FSO (FOR PRC)

ALTHOUGH MOST OF OUR TRADE PROMOTION ACTIVITY IS DIRECTED AT THE HONG KONG MARKET, THE POST ALSO HAS RESPONSIBILITY FOR ADVISING U S BUSINESSMEN INTERESTED IN POSSIBLE TRADE INFORMATION OF A REGIONAL NATURE (NEARLY HALF OF THE 500 PLUS U S FIRMS BASED IN HONG KONG HAVE REGIONAL RESPONSIBILITIES.) THE FOLLOWING ACTIONS WILL BE TAKEN:

A. FACILITATE THE USE OF HONG KONG AS A REGIONAL CENTER FOR U S FIRMS IN ASIA.

1. BRING REGIONAL TRADE OPPORTUNITIES TO THE ATTENTION OF HONG KONG-BASED U S FIRMS.

2. PROVIDE REGIONAL ECONOMIC AND COMMERCIAL INTELLIGENCE TO VISITING AND LOCALLY BASED U S BUSINESSMEN.

B. ASSIST IN EFFORTS TO EXPAND U S EXPORTS TO THE PEOPLE'S REPUBLIC OF CHINA.

1. MAINTAIN INFORMATION NEEDED TO ASSIST U S FIRMS WISHING TO EXPLORE TRADE POSSIBILITIES WITH THE PRC.

2. CONTINUE CULTIVATION OF PRC CONTACTS WITH INCREASED EMPHASIS ON THEIR ATTENDANCE AT U S TRADE SHOWS AND EXHIBITS.

11. ACTIVITY NO. 2 MAJOR PROJECTS/PRODUCTS PRIORITY RANK 7

MANAGER: JOSEPH CHIANG

A. CONTINUE TO CULTIVATE CONTACTS WITH PERSONS AND OFFICES

RESPONSIBLE FOR ECONOMIC AND INDUSTRIAL DEVELOPMENT PROGRAMS.
UTILIZE THESE CONTACTS TO OBTAIN INFORMATION AT THE EARLIEST
STAGES OF PROJECT CONCEPTUALIZATION AND PLANNING, OR OF
PENDING DECISIONS RELATED TO MAJOR PURCHASES OF PRODUCT.
DEVELOP ACCESS TO INFORMATION FOR:

1. PLANS INVOLVING FEASIBILITY OR PRE-INVESTMENT STUDIES.
2. BIDDING PROCEDURES.
3. TENDERS FOR PURCHASES OF GOODS.

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MAKE ARRANGEMENTS TO OBTAIN NOTICES OF PROSPECTIVE PROJECT AND
EQUIPMENT BID INVITATIONS. THE PRESS SHOULD BE SCANNED
REGULARLY. ANY INFORMATION ON COMPANY BIDS OR CONTRACT
NEGOTIATIONS IS OF PARTICULAR IMPORTANCE.

B. REPORT PROMPTLY ANY INFORMATION OBTAINED, NO MATTER HOW
EMBRYONIC THE PROJECT OR POTENTIAL PRODUCT SALE MAY BE, SO THAT
U S FIRMS CAN DETERMINE THEIR INTEREST AND MAKE THE NECESSARY
PLANS AS EARLY AS POSSIBLE.

C. EVALUATE AND RECOMMEND STRATEGY AND ACTION APPROPRIATE FOR
U S FIRMS IN EXPLOITING MAJOR PROJECTS/PRODUCTS LEADS,
PARTICULARLY IN MEETING FOREIGN COMPETITION.

D. EVALUATE REASONS FOR U S SUCCESSES OR FAILURES IN BIDDING
ON MAJOR PROJECTS/PRODUCTS.

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12. ACTIVITY NO. 3 INVESTMENT/LICENSING FACILITATION

PRIORITY RANK 8

MANAGER: Y.Y. KWOK

FACILITATE U.S. PRIVATE DIRECT INVESTMENT AND LICENSING
ACTIVITIES LEADING TO SIGNIFICANT EXPORTS AND A FAVORABLE
IMPACT ON THE U.S. BALANCE OF PAYMENTS. ACTIONS TO BE TAKEN
ARE:

- A. REPORT ALL SPECIFIC HONG KONG LICENSING AND INVESTMENT
OPPORTUNITIES FOR THE USE OF U.S. BUSINESS AND INDUSTRIAL FIRMS.
- B. DISSEMINATE TO THE HONG KONG BUSINESS COMMUNITY ALL
INQUIRIES MADE BY U.S. BUSINESS AND INDUSTRIAL FIRMS SEEKING
LICENSING AND OTHER INVESTMENT OPPORTUNITIES.

13. ACTIVITY NO. 4 FOREIGN TRADERS INDEX PRIORITY RANK 9

MANAGER: P.K. CHEUNG

AUGMENT THE SCOPE AND ACCURACY OF ENTRIES REGARDING HONG KONG
ENTERPRISES IN THE COMMERCE DEPARTMENT'S FOREIGN TRADERS INDEX
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BY UPDATING OR DELETING COMPANY RECORDS AND PROVIDE NEW OR
UPDATED FTI DATA THROUGH THE WTD/FTI REPORTING PROGRAM AND
FROM CALLS ON THE BUSINESS COMMUNITY IN CONJUNCTION WITH OTHER
COMMERCIAL ACTIVITIES SUCH AS THE ADS AND TOP PROGRAM.
ADDITIONALLY, INFORMATION ON KEY TARGET INDUSTRY TRADE PROSPECTS
IDENTIFIED THROUGH MARKET RESEARCH WILL BE ADDED OR UPDATED.

14. ACTIVITY NO. 5 MARKET RESEARCH PRIORITY RANK 10

MANAGER: LOUIS HO

DEVELOP A REGULAR SCHEDULE OF MARKET RESEARCH PROJECTS
PRIMARILY AIMED AT VERIFYING THE VIABILITY OF CAMPAIGN CHOICES
FOR FY 80 AND SECONDARILY, TO DEVELOP TARGETS OF OPPORTUNITY
IN A CHANGING BUSINESS ENVIRONMENT.

15. ACTIVITY NO. 6 SOLO EXHIBITIONS PRIORITY RANK 11

MANAGER: Y.Y. KWOK

CONTINUE A PROGRAM OF SINGLE COMPANY EXHIBITIONS AT APPROPRIATE
SITES. FOCUS WILL INITIALLY BE ON INTRODUCING NEW COMPANIES
(THROUGH THEIR AGENTS) TO THE MARKET AND WILL LATER SHIFT
TO INTRODUCTION OF NEW PRODUCT LINES.

16. ACTIVITY NO. 7 EXPAND INTEREST IN U.S. PRODUCTS VIA

AUDIO VISUAL PRESENTATIONS-

PRIORITY RANK 12

MANAGER: FSO

XXMAKE INCREASED USE OF BOTH FILMS' AND VTRS IN PROMOTING
U.S. PRODUCTS TO LOCAL INDUSTRY AND TRADE GROUPS, AS
OPPORTUNITIES AVAIL THEMSELVES.

17. ACTIVITY NO. 8 FOREIGN BUYERS PROGRAM PRIORITY RANK 13
MANAGER: Y.Y. KWOK
CONTINUE TO PROVIDE INFORMATION ON INSTALLATIONS OF SUITABLE
U.S. EQUIPMENT AND/OR SYSTEMS IN THE U.S. AND OFFER TO MAKE
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APPOINTMENTS AND PROVIDE U.S. ITINERARIES FOR HONG KONG
GOVERNMENT OFFICIALS.
ENCOURAGE LOCAL BUSINESSMEN TO VISIT U.S. TRADE EXHIBITIONS UNDER
THE FOREIGN BUYERS PROGRAM.

18. ACTIVITY NO. 9 PROVIDE HONG KONG INSERTS IN TRADE U.S.A.
TO GENERATE INTEREST IN U.S. PRODUCTS AND
SERVICES PRIORITY RANK 14
MANAGER: JOSEPH CHIANG
SOLICIT APPROPRIATE FEATURE ARTICLES FROM U.S. FIRMS ACTIVE IN
HONG KONG MARKET. CONTINUE TO SCREEN USDOC PUBLICATIONS FOR
ARTICLES ON NEW PRODUCTS AND SERVICES OF SPECIAL INTEREST TO
HONG KONG. THESE ARTICLES WILL BE ASSEMBLED, TRANSLATED INTO
CHINESE, AND FORWARDED TO RSC MANILA FOR INCLUSION IN HONG
KONG EDITION OF TRADE U.S.A.

19. ACTIVITY NO. 10 SUPPORT OF U.S. INTERNATIONAL MARKETING
CENTERS PRIORITY RANK 15
MANAGER: FSO
SUPPORT ACTIVITIES OF U.S. INTERNATIONAL MARKETING CENTERS (IMC)
IN THE ASIAN REGION BY ASSISTING IN THE RECRUITMENT OF REGIONAL
AMERICAN FIRMS IN HONG KONG AS EXHIBITORS IN THE SHOWS AND BY
ENCOURAGING LOCAL BUSINESSMEN TO VISIT SHOWS. MAKE APPROPRIATE
BLUE RIBBON CALLS. PROVIDE APPROPRIATE MAILING LISTS TO THE IMCS.
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Secure: OPEN
Status: NATIVE
Subject: CCP FY 79
TAGS: BEXP, HK
To: STATE
Type: TE
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